



EXPECTED TOUR DE FRANCE TV AUDIENCES 2013 (FLANDERS)

- An average tv audience of **482,000** viewers and a peak audience of **815,000** viewers for the 2013 Tour de France in Flanders (VRT) is expected. This is 5 to 10% lower compared to 2012.
- The downfall in expected tv audience is due to:
 - the stage profile, such as the presence of a team time trial, the Tour de France not crossing the Belgian border or the fact that only 2 mountain stages are not scheduled at the weekend
 - the likely impact of the (Armstrong & other) doping revelations (estimated at about 40,000 viewers)
- The final tv audiences will also depend on unpredictable elements like:
 - Weather conditions in Belgium during the Tour (bad weather increases tv viewing importantly)
 - Any new doping revelations during the Tour de France
 - A Belgian participant doing particularly well (patriotism outweighs any doping impact)

Note: Predictions are based on the model that was published in the International Journal of Sports Finance: “TV demand for the Tour de France: the importance of stage characteristics versus outcome uncertainty, patriotism, and doping” (Daam Van Reeth, International Journal of Sport Finance, 2013: 39-60).

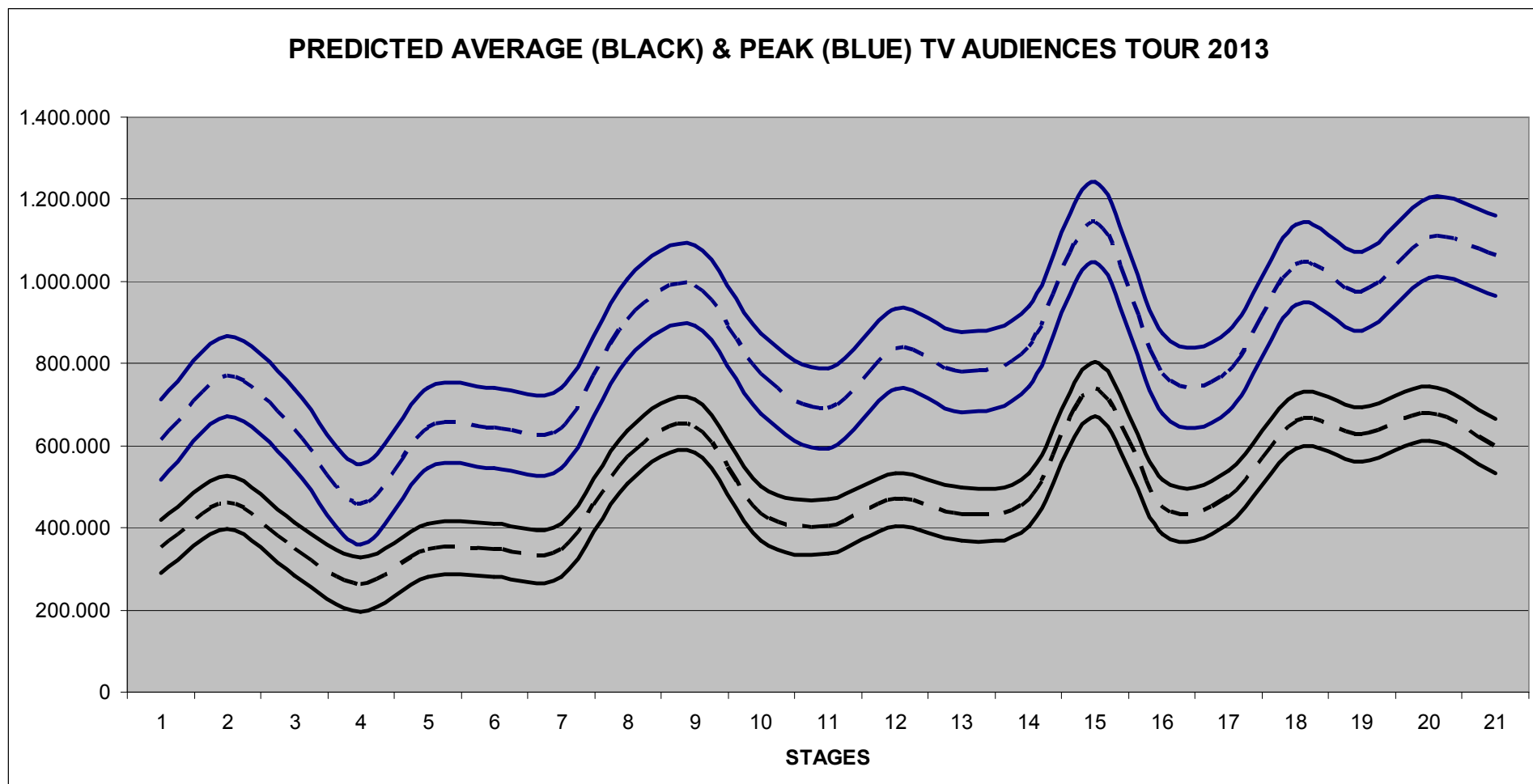


PREDICTED TV VIEWING FIGURES 2013 TOUR DE FRANCE

Average viewing figures prediction per stage (black dashed line): 482.000, 7% down on 2012

Peak viewing figures prediction per stage (blue dashed line): 815.000, 4% down on 2012

(Borders = 1 standard deviation from the predicted value by the model)





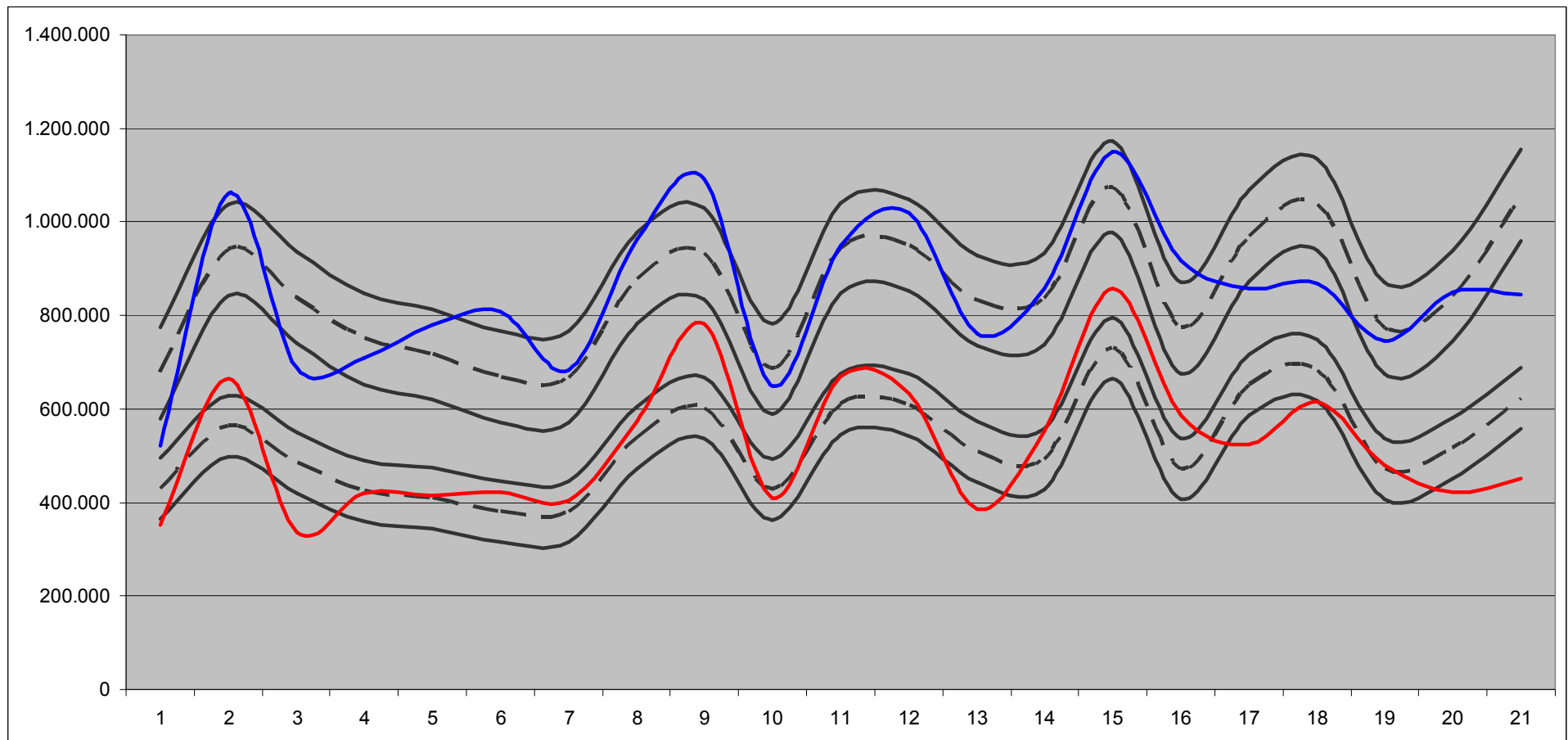
PREDICTION PER STAGE (2013)

Stage	Type	Parcours	Predicted average	Predicted peak
1	Plain	Porto-Vecchio - Bastia	354.671	616.047
2	Medium mountain	Bastia - Ajaccio	461.254	769.009
3	Plain	Ajaccio - Calvi	348.768	640.412
4	Team time trial	Nice - Nice	262.198	456.366
5	Plain	Cagnes-sur-Mer - Marseille	345.862	643.674
6	Plain	Aix-en-Provence - Montpellier	345.862	643.674
7	Plain	Montpellier - Albi	345.862	643.674
8	High mountain	Castres - Ax 3 Domaines	572.450	907.580
9	High mountain	Saint-Girons - Bagnères-de-Bigorre	647.784	989.835
10	Plain	Saint-Gildas-des-Bois - Saint-Malo	435.860	774.785
11	Individual time trial	Avranches - Mont-Saint-Michel	403.084	690.754
12	Plain	Fougères - Tours	468.956	834.883
13	Plain	Tours - Saint-Amand-Monrond	432.954	778.047
14	Plain	Saint-Pourçain-sur-Sioule - Lyon	468.258	841.559
15	High mountain	Givors - Mont-Ventoux	737.753	1.145.559
16	Plain	Vaison-la-Romaine - Gap	450.282	775.398
17	Individual time trial	Embrun - Chorges	475.177	781.177
18	High mountain	Gap - Alpe d'Huez	659.654	1.041.770
19	High mountain	Le Bourg d'Oisans - Le Grand Bornand	627.356	975.856
20	High mountain	Annecy - Le Semnoz	677.630	1.107.931
21	Plain	Château de Versailles - Paris Champs Elysées	599.025	1.061.567

EVALUATION OF THE 2012 PREDICTION

Average viewing (red line): 522,000 average per stage versus 524,000 predicted by the model (lower dashed line) → 1% overestimation only

Peak viewing (blue line): 846,000 average per stage versus 850,000 predicted by the model (upper dashed line) → 1% overestimation only



EVALUATION OF THE 2011 PREDICTION

Average viewing (red line): 586,000 average per stage versus 526,000 predicted by the model (lower dashed line) → 11% underestimation

Peak viewing (blue line): 920,000 average per stage versus 895,000 predicted by the model (upper dashed line) → 2,5% underestimation only

